

# **What Every LANL United Way Representative Needs to Know...for a Successful Campaign**

## **Campaign Theme**

***Making a Difference for Generations...  
Los Alamos National Laboratory and United Way***

This year's LANL United Way theme reflects how your gift is vital to improving the quality of the life for the youngest to oldest residents of our communities.

## **Campaign Dates**

The Laboratory's 2006 United Way campaign runs September 26 through November 18.

## **Our Laboratory Goal**

The Laboratory is setting a \$1 million goal for our 2006 campaign.

## **The Role of a United Way Organizational Representative**

A representative will serve as their division's point of contact for the LANL United Way campaign and their role includes:

1. Being the organization's champion for the campaign.
2. Making themselves accessible to employees who have questions about the campaign or need addition resources to make their giving decisions.
3. Ensuring that employees have pledge materials and other campaign information.
4. Plan a division/group meeting to discuss the LANL United Way campaign.
5. Getting the word out to the organization's employees about Labwide special events. (Check the Daily NewsBulletin for new information and upcoming events.)
6. Organizing fundraising events if the organization wants to host a special event and assisting with collecting and handling monetary donations at the event.
7. Be a resource for other LANL United Way representatives who need assistance with the campaign.

## **LANL Campaign Management & Support**

- ❖ **United Way Champion – Robert Kuckuck**, Laboratory Director
- ❖ **United Way Chairperson – Dave Beck**, Acting Associate Director  
for Weapons Engineering & Manufacturing
- ❖ **United Way Coordinator – David McCumber**, Division Leader,  
Communications & External Relations  
**Lillian Montoya-Rael**, Office Leader  
Community Relations
- ❖ **Campaign Information – Debbi Wersonick and Lucy Maestas**  
Community Relations Office  
665-4400 or [unitedway@lanl.gov](mailto:unitedway@lanl.gov)

## **Changes & Highlights of this Year's Campaign**

In an effort to simplify making a contribution to the Laboratory's 2006 United Way campaign:

- ❖ Employees wishing to mail in their pledges will find the 2006 campaign pledge form and handy mailer as part of the brochure.
  - ❖ UC Laboratory employees, with an active CRYPTOCARD, now have the option of making their payroll deduction pledges online at: <http://unitedway.lanl.gov>.
  - ❖ Also, for employee's convenience, **starting in December 2005**, all payroll deductions will be renewed automatically from year to year. Employees can modify their gift amount by contacting CRO at [unitedway@lanl.gov](mailto:unitedway@lanl.gov).
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## **Procedures for Handling & Depositing Cash, Checks, and Payroll Deductions Collected at LANL Special Events**

1. For accuracy and accountability, TWO employees should conduct the collection and counting of cash at special events.
2. All cash, checks, and payroll deductions collected at a special event **SHOULD** be deposited the same day!
3. Deposits are to be made at the Cashier's Office, CFO-1, TRK Building, **BEFORE 3:00 p.m.**
4. If money cannot be deposited the day of the event, it **MUST** be stored in locked drawer of a locked office with restricted employee access.
5. For more information regarding deposits or to make other arrangements, please contact Debbi Wersonick, at the Community Relations Office, 665-4400.

### **Accompanying deposits must be the following:**

1. for cash and checks, please fill out a LANL United Way Special Event deposit slip (see attached)
2. for payroll deductions, use the LANL United Way pledge form.
3. CFO Cashiering will fax the representative a copy of the deposit slip for their records within 24 hours of the transaction.

### **Contact CRO, at 665-4400 or [unitedway@lanl.gov](mailto:unitedway@lanl.gov):**

1. if you have questions regarding special events, policies and procedures; or
2. if you have any questions or doubts about solicitations, raffles or events

# Important Guidelines for Solicitations, Raffles/Drawings and Events

## “FUN”DRAISING - Make Giving Fun!

Over the years, the LANL United Way campaign has enhanced its fundraising efforts by adding an element of having FUN, while raising awareness about the United Way of Northern New Mexico & United Way of Santa Fe County!

In this section you will get a few ideas for “fun”draising as well as the guidelines for hosting events.

### Several organizations have annual ‘favorites’

SUP/CFO Fall Fiesta (mid-October)  
SUP/CFO Bowling for Dollars at Big Rock  
MST’s very own version of ebay- “MSTbay”  
C Division’s Basket Bonanza  
ENV’s designer Lab t-shirts  
DX’s Big Party and Tie Dye t-shirt sale  
And all the division bake sales, frito pie sales, ice cream socials...

### Special Events Ideas

Silent Auction  
Ice Cream Social  
Tricycle Race  
Employee Picnic  
Treasure/ Scavenger Hunt  
Bake Sale  
Talent Show  
Carnival  
Pizza Party  
Bowling Tournament  
Jail and Bail Day  
Halloween Party  
Frito Pie Sale  
Softball or volleyball game  
Chili cook-off  
Salsa Contest  
Identify employees by baby pictures  
Dunk Tank or Pie-throwing contests

## Solicitations

A Laboratory employee **may not solicit** money, products, or any type of donation from a business or individual, for the use of a prize or reward. By doing so, a business may anticipate favorable treatment in connection with a subcontract or feel pressured to contribute.

## Raffles/Drawings

- ❖ A raffle is allowed if participation is not contingent upon the purchase of a ticket. A raffle that requires payment of money or other value as a prerequisite for the person to participate in the raffle is not allowed.
- ❖ If an organization holds a raffle, a ticket for the raffle or drawing must be given to anyone requesting one but a suggested donation may be sought.
- ❖ A ticket for a drawing could also be given at no cost to anyone who purchases something, i.e., a book and no additional payment is sought for the ticket.

## Events

- ❖ **Auctions** – if goods are donated by individuals (**not solicited from individuals or businesses**), the goods can be auctioned because something is received in exchange for money.

- ❖ **Contests** – games of skill or strength are allowed. Tickets can be sold for an activity that will test a motor or mental skill, i.e., buy a ticket and get a pie to throw at someone or something; or buy a ticket and throw a horseshoe at a stake.
- ❖ **Admission to an Event** – tickets for admission to an event can be sold and the profits used for United Way, i.e., sell tickets to a concert.

### **Silent Auctions**

Silent Auctions have become a popular event at the LANL during the United Way campaign and are typically auctions held without an auctioneer barking out bids received from the audience.

### **How Do I Coordinate a Silent Auction?**

- ❖ Announce that your division is hosting a Silent Auction.
- ❖ Communicate the start and end dates/times for employees to place their bids.
- ❖ Organize a location for employees to view the items.

### **Auction items are solicited from employees NOT local businesses!**

Be creative with the type of items you solicit. For example:

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| ❖ Home baked goods  | ❖ A prime parking spot in your Tech Area |
| ❖ Music lessons from an employee who plays a musical instrument | ❖ Arts & Crafts items                    |
| ❖ Ask the group leader to host a barbecue at their house        | ❖ Lunch with your division leader        |

### **Bidding Process**

- ❖ Each item has an opening bid (for example start bidding at \$10)
- ❖ A list is kept near the items for bidders to sign – with their name and bid amount
- ❖ At the close of the auction, the employee who placed the last bid wins the item
- ❖ Checks or cash are donated to the United Way